

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
November 10, 2009
Board of Directors Meeting
AMPAS -- 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Craig Donahue, President, The Donahue Group
Ryan Harter, Vice President, CIM Group
Duke Gallagher, Secretary/Treasurer, The Production Group
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Brent Gaulke, Gerding Edlen
Lillian Kuo, Broadreach Capital
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Rouben Rapelian, Sunset Gower Studios
Fred Rosenthal, Ametron
Patrick Russell, The Robert Green Company
Travis Serpa, Urban Outfitters

Absent

Carol Massie, Vice President, McDonald's Restaurants
Charles Eberly, The Eberly Company
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance

Guests

Carol Stakenas, LACE
Patrick Olmstead, LA Film School
Kitty Gordillo, Hollywood Wilshire YMCA

1. Call to Order

The meeting was called to order by Board President Craig Donahue at 4:10 p.m.

2. Public Comment

Patrick Olmstead updated the board on a recent meeting he had with Robert Gladden regarding the Farmer's Market and issues pertaining to the Los Angeles Film School. Kerry Morrison also informed the board of language used in the draft community plan that could

potentially allow the Farmer's Market to remain permanently in their current location. Morrison asked that the board give the issue some thought going forward.

3. Approval of Board Minutes

It was moved by Lillian Kuo, seconded by Brian Folb and CARRIED to approve the minutes from the Board's October 13, 2009 meeting. Unanimously approved.

4. Treasurer's Report

A. Review and Approve Treasurers Report: Duke Gallagher reviewed the October Financial statements with the board. Gallagher reported that there are still some delinquent properties that have yet to pay their BID assessment. Gallagher did report that even including the current delinquencies, the BID should still finish the year with a positive balance.

It was moved by Michael Pogorzelski, seconded by Travis Serpa and CARRIED to approve the Treasurer's Report from October 31, 2009. Unanimously approved.

B. Review Proposed Budget and Planning Report for 2010: Gallagher reviewed the operating budget for 2010 that will be submitted to the city. The budget projected Gross Assessment Billings at \$1,310,182, taking into account that no CPI inflator was instituted by the CHC Board of Directors this year. The revenue budget is further adjusted by the following factors: The anticipated cash "roll-over" from 2009 is estimated at \$174,017; a \$50,000 CD will be purchased to set aside funds for capital beautification projects; and modest interest revenue of \$801. This will leave \$1,435,000 available for the operating budget for 2010.

It was moved by Father Michael Mandala, seconded by Michael Pogorzelski and CARRIED to approve the proposed 2010 Planning Report and Budget. Unanimously approved.

5. Committee and Program Reports

A. Marketing Committee

1. Demographic Research Study: Katie Zandona reviewed with the board the proposal from BW Research to conduct the Demographic Research Study. The total cost for the study will be \$50,000, which will be split evenly between the Hollywood Entertainment District and Sunset and Vine BID. Zandona reported that the intent is for half of the \$50,000 to be taken from the CHC's marketing budget and the other half from the Hollywood Entertainment District budget. Fred Rosenthal asked why the costs were being split evenly. Morrison explained that the study would be equally conducted across both BIDs. The actual contract will be signed by the HPOA. The kickoff meeting for the project will take place on December 10, 2009 and all board members were invited to attend.

It was moved by Ryan Harter, seconded by Duke Gallagher and CARRIED to approve the \$25,000 expenditure from the Sunset and Vine BID marketing budget to support the Hollywood Demographic Research conducted by BW Research and True North. The motion is predicated on the fact that Jeff Briggs would review the contract prior to it being signed. Abstention: Fred Rosenthal.

2. Pole Banner Update: Next month's board agenda will feature an action item to refresh the pole banner campaign in the Sunset and Vine BID.

B. Streetscape Committee

1. Presentation by Carol Stakenas (LACE): Stakenas presented to the board a slideshow which described some of the public art projects and artists that LACE is working with and hoping to feature within the Hollywood area. Stakenas informed the board that she is continuing to look for partners in Hollywood, and that those who are interested should contact her.

2. Hollywood Community Plan Update: MacPherson reviewed the details for the Draft Community Plan which is scheduled to be released in the near future.

3. Potential Interactive Public Art Project: MacPherson said the W Hotel is working with City Lab to discuss a potential public art project that would be on display at the hotel in the coming months.

4. Report from Infrastructure Walk Through: MacPherson reported that she and Morrison had participated in a recent walkthrough of Wilcox with Bureau of Street Services and Council District 13. The purpose of the walkthrough was to take inventory of failing infrastructure on one street in the BID to see how much would need to be done, and what could potentially be repaired by the city and which items could be repaired by private property owners.

C. Security Committee

1. There was no report this month as the Security Committee is planned for November 12, 2009.

D. Nominating Committee

1. Slate Announcement: Father Michael Mandala reported that candidates for the board were interviewed and that the slate would be announced on November 13, 2009. Father Mandala said that the committee is trying to ensure that properties from all areas of the BID are represented. Following Father Mandala's report, Brent Gaulke announced to the board that he would be withdrawing his application from the board due to a time conflict.

6. New Business

None

7. Old Business

None

8. Report from Kerry Morrison

A. Hollywood Christmas Parade: Morrison announced that the Christmas Parade will be taking place on Sunday, November 29, 2009. Father Mandala also said there will be a carnival event preceding the parade that will take place at Blessed Sacrament Church.

B. Update on Municipal Lobbying Ordinance Review by City Council: Morrison reported that she has been involved in meetings with three city council offices to date (Garcetti, Hahn and Wesson). The BID Consortium is seeking a complete exemption for BID organizations and staff from the city's new lobbying ordinance.

9. Next Meeting

The next meeting was scheduled for Tuesday, December 8, 2009 at 4 p.m. at AMPAS (1313 Vine St., Los Angeles, CA. 90028).

10. Adjournment

There being no further business the meeting was adjourned by Board President Craig Donahue at 5:50 p.m.